

# The Economic Benefits of Tourism for Grand County

The tourism industry continues to thrive and grow in Moab and Grand County. As the dominant industry, tourism contributes a substantial portion of revenue toward the provision of services provided by local government. Increased sales tax, commercial property taxes, and employment have contributed to a more prosperous quality of life in the Moab area.

TRT\* (accommodations tax) and TRCC\*\* (restaurant and car rental tax) are collected from visitors and citizens at lodging, restaurants, and car rental businesses. These taxes are restricted by Utah state law and are to be used either for tourism promotion or the mitigation of impacts associated with tourism.



<b>\$4.6 Million Total County TRT</b> (Approximate for 2016)		<b>\$666,000</b> <b>TRCC Tax</b> (Approx. for 2016)	<b>\$1 Million</b> <b>City TRT</b> (Projected for 2017 General Fund)
<b>\$2.5 Million TRT</b> Mitigating the Impacts of Tourism	<b>\$2.1 Million TRT</b> Administration & Promotion		
<p>Over half of total TRT revenue helps with the impacts of tourism. This includes:</p> <ul style="list-style-type: none"> <li>• Over a million dollars for the Sheriff's Office operations</li> <li>• Search &amp; Rescue operations</li> <li>• Emergency Medical Services contribution</li> <li>• County airport improvements</li> <li>• Solid waste management</li> <li>• Trail maintenance</li> </ul> <p>The large contribution to the county budget from tourism taxes has freed up other county funds enabling a contribution to date of:</p> <ul style="list-style-type: none"> <li>• \$525,000 to the USU-Moab regional campus project</li> <li>• County employee wages (and the increased benefit costs) and other county allocations that would not be possible without the substantial tourism tax contribution</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Council operations</li> <li>• 12% toward operations of the Moab Information Center (including downtown's only public restrooms) staffing, and utilities</li> <li>• Tourism educational campaigns such as "Throttle Down in Town", "Got Water?" and "Respect the Desert"</li> <li>• Answer all tourist calls for the Moab Information Center</li> <li>• Monitor TRT collections from the State Tax Commission</li> <li>• Track overnight rental locations in Grand County for TRT collection</li> <li>• Cooperative projects with San Juan County, Dinosaur Diamond, Scenic Byways &amp; Downtown Locator Boards</li> <li>• Grand County State Fair Booth</li> <li>• Most importantly, the promotion of the Moab Area as a world-class tourism destination providing a thriving economy</li> </ul>	<ul style="list-style-type: none"> <li>• Airport debt service and capital expenses</li> <li>• Old Spanish Trail Arena operations</li> <li>• Thompson Springs Fire District</li> <li>• Film Commission operations</li> <li>• Trail development</li> <li>• Star Hall operations</li> <li>• 4th of July fireworks contribution</li> <li>• Co-operative grant funding for several annual events such as the Moab Music Festival, Folk Festival, Senior Games, Half Marathon, Salsa Bachata Festival, Moab Epic and Celtic Festival</li> </ul>	<ul style="list-style-type: none"> <li>• Police Department</li> <li>• Parks &amp; Recreation</li> <li>• Public Works</li> <li>• All other city services</li> </ul>

Grand County government currently has over one million dollars in reserve and is in the best economic shape it's been in for many years. It is also thanks to tourism taxes that Grand County has one of the lowest property tax rates in the state of Utah! The economic consistency that tourism provides is an asset for our community and will serve us well for years to come when we all work together to manage it properly.

\*TRT = Transient Room Tax (Sales and Use Tax Act)  
 \*\*TRCC = Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax Act (Sales and Use Tax Act)

